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**DIRECTOR'S OFFICE  
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IP DEPARTMENT OF PIPER RUDNICK LLP  
ONE LIBERTY PLACE, SUITE 4900  
1650 MARKET ST  
PHILADELPHIA PA 19103

In re application of	:	<b>DECISION ON PETITION</b>
Michael Sheinson, et al	:	<b>TO MAKE SPECIAL</b>
Application No. 10/640,852	:	<b>(INFRINGEMENT)</b>
Filed: August 14, 2003	:	
For: LEAD GENERATION SYSTEM USING	:	
BUYER CRITERIA	:	

This is a decision on the petition under 37 C.F.R § 1.102(d) filed August 30, 2004 to make the above-identified application special.

The petition requests that the above-identified application be made special under the procedure set forth in M.P.E.P. § 708.02, item II: Infringement.

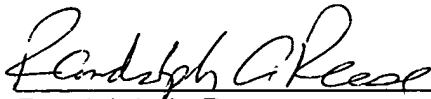
MPEP 708.02 states that a Petition to Make Special based on Infringement must have the following: (1) the appropriate petition fee under 37 CFR 1.17(h); (2) a statement by the assignee, applicant, or attorney alleging: (A) that there is an infringing device or product actually on the market or method in use; (B) that a rigid comparison of the alleged infringing device, product or method with the claims of the application has been made, and that, in his or her opinion, some of the claims are unquestionably infringed; and (C) that he or she has made a careful and thorough search of the prior art, or has good knowledge of the prior art, and has sent a copy of the references deemed most closely related to the subject matter encompassed by the claims.

The petition filed August 30, 2004 meets all of the requirements above and, therefore, the petition is **GRANTED**.

With regards to element 2(C) above, an Information Disclosure Statement was filed on November 17, 2003.

The examiner is directed (1) to make an interference search for possible interfering applications; (2) to promptly examine this application out of turn; and (3) if any interfering application is discovered, to examine such application simultaneously and state in the first official letter of such application that it is being taken out of turn because of a possible interference.

Petitioner is advised that this application will continue to be special, throughout its entire prosecution and pendency, including interference and appeal, if any, only if petitioner makes a prompt *bona fide* effort, in response to each Office action, to place the application in condition for allowance, even if it is necessary to conduct an interview with the examiner to accomplish this purpose.

A handwritten signature in cursive script, reading "Randolph A. Reese", written over a horizontal line.

Randolph A. Reese  
Special Programs Examiner  
Technology Center 3600  
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RAR: 11/22/04